

CONTRACT

KGTV
KGTV
4600 Air Way
San Diego, CA 92102
(619)237-1010

www.10news.com

And:

Waterfront Strategies
1010 Wisconsin Ave
Washington, DC 20007

<u>Contract / Revision</u> 184159 /		<u>Alt Order #</u>
<u>Product</u> House Majority PAC		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 1546
<u>Advertiser</u> Issue/House Majority PAC		<u>Original Date / Revision</u> 08/07/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KGTV	<u>Account Executive</u> Tara Washburn	<u>Sales Office</u> EWS-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KGTV	10/23/12	10/29/12	5A-6A News	5A-6A		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	MTWTF--				5	\$200.00			
N 2	KGTV	10/23/12	10/29/12	6A-7A News	6A-7A		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	MTWTF--				5	\$450.00			
N 3	KGTV	10/23/12	10/29/12	Good Morning America	7A-9A		:30			NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	MTWTF--				7	\$450.00			
N 4	KGTV	10/23/12	10/29/12	10NEWS at 4:30A	430A-5A		:30			NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	MTWT---				2	\$25.00			
N 5	KGTV	10/23/12	10/29/12	M-F 9A-10A	9A-10A		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	MTWTF--				4	\$300.00			
N 6	KGTV	10/23/12	10/29/12	The View	10A-11A		:30			NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	MTWTF--				4	\$900.00			
N 7	KGTV	10/23/12	10/29/12	Midday News	11A-12P		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	MTWTF--				4	\$400.00			
N 8	KGTV	10/23/12	10/29/12	M-F 3P-4P/KGTV	3P-4P		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	MTWTF--				4	\$200.00			
N 9	KGTV	10/28/12	10/28/12	Su 5P-530P News/KGTV	5P-5:30P		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	-----S				1	\$550.00			
N 10	KGTV	10/23/12	10/29/12	5P-6P News/KGTV	M-F 5P-6P		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	MTWTF--				5	\$800.00			
N 11	KGTV	10/23/12	10/29/12	6P-630P News	6P-630P		:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertiser sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



KGTV
KGTV
4600 Air Way
San Diego, CA 92102
(619)237-1010

www.10news.com

Contract / Revision	Alt Order #
184159 /	

Contract Dates	Product	Estimate #
10/23/12 - 10/29/12	House Majority PAC	1546

Advertiser	Original Date / Revision
Issue/House Majority PAC	08/07/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$900.00			
N 12	KGTV	10/23/12	10/29/12	7P-730P News	7P-730P		:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$900.00			
N 13	KGTV	10/28/12	10/28/12	Su 6P-630P	6P-630P		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	-----S				1	\$600.00			
N 14	KGTV	10/29/12	10/29/12	ABC Mon Prime	8P-11P		:30			NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	M-----				1	\$8,000.00			
N 15	KGTV	10/23/12	10/23/12	ABC Tue C	10P-11P		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	-T-----				1	\$3,000.00			
N 16	KGTV	10/23/12	10/29/12	M-Su 11P-1135P	11P-1135P		:30			NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTFSS				7	\$900.00			
N 17	KGTV	10/23/12	10/29/12	M-Su 11P-1135P	11P-1135P		:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$900.00			
N 18	KGTV	10/23/12	10/29/12	Nightline	1135P-1202A		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$500.00			
N 19	KGTV	10/23/12	10/29/12	Jimmy Kimmel	1202A-106A		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$300.00			
Totals											73	\$52,700.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	56	\$36,125.00	\$30,706.25
10/29/12 - 10/29/12	17	\$16,575.00	\$14,088.75
Totals	73	\$52,700.00	\$44,795.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertiser sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.